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Substitute for form 1449A/PTO

## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

Sheet 1 of 18

### Complete If Known

Application Number	09/757,389
Filing Date	08 January 2001
First Named Inventor	ADDANTE, Frank
Group Art Unit	3622
Examiner Name	Duran, Arthur D.
Attorney Docket Number	11032-3037

### U.S. PATENT DOCUMENTS

Examiner Initials *	Cite No. <sup>1</sup>	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code <sup>2</sup> (if known)			
AD		4,602,279		FREEMAN	07-22-1986	
		4,703,423		BADO et al.	10-27-1987	
		4,775,935		YOURICK	10-04-1988	
		4,789,235		BORAH et al.	12-06-1988	
		4,850,007		MARINO et al.	07-18-1989	
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		5,099,422		FORESMAN et al.	03-24-1992	
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		5,469,206		STRUBBE et al.	11-21-1995	
		5,475,819		MILLER et al.	12-12-1995	
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		5,504,894		FERGUSON et al.	04-02-1996	
		5,515,098		CARLES	05-07-1996	

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Considered

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Substitute for form 1449A/PTO  <h2 style="text-align: center;">INFORMATION DISCLOSURE STATEMENT BY APPLICANT</h2> <p style="text-align: center;">(use as many sheets as necessary)</p>			<b>Complete If Known</b>		
			Application Number	09/757,389	
			Filing Date	08 January 2001	
			First Named Inventor	ADDANTE, Frank	
			Group Art Unit	3622	
			Examiner Name	Duran, Arthur D.	
			Attorney Docket Number	11032-3037	
Sheet	2	of	18		

AD		5,515,270	WEINBLATT	05-07-1996	
		5,537,542	EILERT et al.	07-16-1996	
		5,550,746	JACOBS	08-27-1996	
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		5,594,910	FILEPP et al.	01-14-1997	
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		5,721,827	LOGAN et al.	02-24-1998	
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Examiner Signature	Date Considered
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<sup>1</sup> EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 809. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

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Sheet 3 of 18

### Complete if Known

Application Number	09/757,389
Filing Date	08 January 2001
First Named Inventor	ADDANTE, Frank
Group Art Unit	3622
Examiner Name	Duran, Arthur D.
Attorney Docket Number	11032-3037

AD	5,768,521	DEDRICK	06-16-1998
	5,774,170	HITE et al.	06-30-1998
	5,778,367	WESINGER, JR. et al.	07-07-1998
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	6,006,252	WOLFE	12-21-1999

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			Filing Date	08 January 2001	
			First Named Inventor	ADDANTE, Frank	
			Group Art Unit	3622	
			Examiner Name	Duran, Arthur D.	
			Attorney Docket Number	11032-3037	
Sheet	4	of	18		

AD		6,016,509		DEDRICK	01-18-2000	
		6,020,887		LORING et al.	02-01-2000	
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		2002/0082923		MERRIMAN et al.	06-27-2002	
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		2003/0023489		MCGUIRE et al.	01-30-2003	

Examiner Signature		Date Considered	
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Sheet 5 of 18

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Application Number	09/757,389
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First Named Inventor	ADDANTE, Frank
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Attorney Docket Number	11032-3037

### FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document			Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sub>6</sub>
		Office <sup>3</sup>	Number <sup>4</sup>	Kind Code <sup>5</sup> (if known)				
AD		DE	19528911	A1	GOLDSCHIEDER	02-12-1997		
		EP	0 216 535	A2,A3	MATERNA et al.	04-01-1987		
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		EP	0 749 081	A1	REILLY et al.	12-18-1996		
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		JP	9091215		OKITA et al.	04-04-1997		
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		WO	84/01382	A1	WEISHAUP et al.	04-12-1984		
		WO (EP)	84/01382 (0 120 054)	A4,B1	WEISHAUP et al.	10-03-1984		
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		WO (EP)	95/12176 (0 728 339)	A2,A3, A4	KEITHLEY et al.	05-04-1995		
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		WO	96/30864	A1	SCHENA et al.	10-03-1996		
		WO	96/31848	A2,A3	BURDON et al.	09-10-1996		

Examiner  
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Attorney Docket Number	11032-3037

Sheet 6 of 18

AD		WO	96/36926	A1	MCDONALD et al.	11-21-1996		
		WO	96/38796	A1	MOHR	12-05-1996		
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		WO	98/34189	A1	SALSIBURY et al.	09-06-1998		
		WO	98/57275	A2,A3	KAVAK	12-17-1998		
		WO	01/65747	A1	ELDERING et al.	09-07-2001		

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### OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS

Examiner Initials *	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
AD		17625888; Java and Blackbird: extending the Web.....; Seybold Reoport on Publishing Systems; October 23, 1995	
		17497026; Look who's surfing.....; Schurr; PC Week; October 30, 1995	
		17594025; HotWired and Neilsem team to verify usage data; Electronic Marketplace Report; July 4, 1995	
		17225819; Write once, publish many times; Ratcliffe; Digital Media; August 7, 1995	
		17189959; Product View seeks funding for 3Q launch of ad-supported...; Electronic Marketplace Report; May 16, 1995	
		17244186; Free E-Mail with Postage Stamp "Ads"; Newsbytes; July 3, 1995	
		CWK19951009S0006; Search-engine advertising; Frook; Communications Week; November 9, 1995	
		www5conf.inria.fr; Ubiquitous Advertising on the WWW; Kohda et al; Fifth International WWW Conference; May 6-10, 1996	
		Bounty Quest home page article titled "DoubleClick Bounty Paid Ad Pioneer Turned Online Porn Mogul Wins \$10,000; (<http://www.bountyquest.com/>; printed on 3/9/01)	
		Bounty Quest Web page displaying article titled "Bounty Collected Double Click Banner Ad Patent; (http://www.bountyquest.com/bounties/displayBounty.php?bountyName=1019; printed on 3/9/01)	
		Bounty Quest Web page displaying article titled "Digital Porn Mogul Wins Silver Bullet Award; (http://www.bountyquest.com/winner/bschuster.htm; printed on 3/9/01)	
		Bounty Quest Web page displaying article titled "DoubleClick Prior Art; (http://www.bountyquest.com/patentinfo/douclickart.htm; printed on 3/9/01)	
		Business Plan posted on Bounty Quest Website titled "Summary of Proposed Business Activities for the World Wide Internet Network (WWIN); (http://www.bountyquest.com/images/doubleclickPage9.gif; printed on 3/9/01)	
		Sales Literature posted on Bounty Quest Website titled "What You Get with WWIN; (http://bountyquest.com/images/doubleclickGet.gif; printed on 3/9/01)	
		CNET Press Release titled "About CNET; (http://www.canada.cnet.com/aboutcnet/0-13613-7-808022.html; printed on 3/9/01)	

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## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 8 of 18

### Complete if Known

Application Number	09/757,389
Filing Date	08 January 2001
First Named Inventor	ADDANTE, Frank
Group Art Unit	3622
Examiner Name	Duran, Arthur D.
Attorney Docket Number	11032-3037

AD	ADMedium Newsletter linked from Bounty Quest Website; (http://uts.cc.utexas.edu/tecas/nl9_2_96.html; printed on 4/4/01)
	Booker, Ellis "Seeing a Gap, A Palo Alto Startup Will Debut Advertising Server for the Net", Web Week, v.2 iss. 2. Available online at http://internetworld.com. Feb. 1996.
	Metcalf, Bob "From the Ether", InfoWorld, v.18 iss.3. Available at http://infoworld.com, Aug. 1996.
	NetGravity AdServer 2.0 Announcement. Available at http://netgravity.com, Oct. 1996.
	Kohda Yet al: Ubiquitous advertising on the WWW: Merging Advertising on the Browser, Computer Networks and ISDN Systems, vol. 28, No. 11, May 1996, pp. 1493-1499.
	Cashing In: The rush is on to buy and sell on the Internet, Interactive Media & Marketing, Adv. Age, p.11, 12/19/1994.
	Improved Internet security enabling..., PC Week, v12, n11, p1(2), 3/20/1995.
	Internet access: Internet marketing revolution..., EDGE Work-Group Computing Report, v7, n316, p2(1), 6/3/1996.
	"MediaLink: Bell Laboratories unveils sophisticated information insertion technology for broadcast and cable advertising," EDGE, v11, p43(1), 16 December 1996.
	"Infoseek Offers Web Advertisers Customized Delivery of Ads," Newsbytes, pNEW05270111, 27 May 1997.
	Blankenhorn, Dana; "Sites experiment with advertising to offer free service," Advertising Age's Business Marketing, v82, p29, July 1997.
	Lockard, Meredith; "Advertising done your way," Target Marketing, v20, n10, p40, ISSN: 0889-5333, October 1997.
	"Ericsson Introduces New Intelligent Network-Based Internet Advertiser At Internet World '98," Business Wire, p0240, 07 October 1998.
	Chat Transcript; Topic: Ad Measurement and Management; Oct. 15, 1998; (http://www.zeff.com/learn/zdu/advertising/zinman.html; printed on 2/7/00)
	CNET Press Release titled "CNET Online Signs Up More Than a Quarter of a Million Members Through Voluntary Registration after Only Five Months"; (http://home.cnet.com/aboutcnet/0-13613-7-808021.html; printed on 11/26/99)
	Hypertext Markup Language - 2.0; November 1995 (Draft HTML 2.0 Specification; September 22, 1995)
	Webster's Third New International Dictionary of the English Language Unabridged, 1967, page 2171 "some"

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Signature

Date  
Considered

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## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 9 of 18

### Complete If Known

Application Number	09/757,389
Filing Date	08 January 2001
First Named Inventor	ADDANTE, Frank
Group Art Unit	3622
Examiner Name	Duran, Arthur D.
Attorney Docket Number	11032-3037

AD	Microsoft Press Computer Dictionary Third Edition, 1997, p. 387 "proxy server"
	Bill Harvey, The Expanded ARF Model: Bridge to the Accountable Advertising Future, Journal of Advertising Research, March/April 1997, pp. 11-20
	Cespedes & Smith, Database Marketing: New Rules for Policy and Practice, Sloan Management Review, Summer, 1993, pp. 7-22
	Preston Gralla, How the Internet Works, August 1999, Millennium Edition, 202-204 and 243-247
	Miller, B., "GroupLens: An Open Architecture for Collaborative Filtering," ftp://ftp.cs.umn.edu/users/bmiller/prop.ps, Univ. of Minn., pp. 1-18, Oct. 1995
	Uppendra Shardanand, "Social Information Filtering for Music Recommendation" Sep. 1994, pp. 1-93, Massachusetts Institute of Technology, Thesis.
	"WWW.barnesandnoble.com" ("WWW.firefly.com"), web site pages, 12 pages, printed out on Jan. 21, 1998 (origination date unknown)
	"WWW.amazon.com", web site pages, 15 pages, printed out on Jan. 21, 1998 (origination date unknown)
	Microsoft Press Computer Dictionary Third Edition, 1997, pp. 271 ("junction"), 285 ("link"), 331 ("node")
	51st IETF - Whois enhancement BOF (whoisfix), August 1, 2001
	DOUBLECLICK MEASURES BEYOND THE CLICK WITH NEW "SPOTLIGHT" SOFTWARE, September 4, 1996, Doubleclick
	DOUBLECLICK UNVEILS INTERNET AD TRACKING PRODUCT, September 4, 1996, Reuter Financial Report
	DOUBLECLICK SHINES ITS SPOTLIGHT, September 5, 1996, Advertising Age - Interactive Daily
	SPOTLIGHT ON DOUBLECLICK, September 13, 1996, Information & Interactive Services Report
	TRACKING SERVICES TALLIES AD RESPONSE, ONLINE ORDERS, September 16, 1996, DMNews
	LURING IN CUSTOMERS VIA WEB ADVERTISING, October 1996, Business Strategies

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## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 10 of 18

### Complete if Known

Application Number	09/757,389
Filing Date	08 January 2001
First Named Inventor	ADDANTE, Frank
Group Art Unit	3622
Examiner Name	Duran, Arthur D.
Attorney Docket Number	11032-3037

AD		DAVID E. ZINMAN (founder of FocaLink), Deposition Transcript from <i>DoubleClick, Inc. v. L90, Inc.</i> , 00 Civ. 2690, S.D.N.Y.	
		RONALD A. KOVAS (CEO of FocaLink), Deposition Transcript from <i>DoubleClick, Inc. v. L90, Inc.</i> , 00 Civ. 2690, S.D.N.Y.	
		LinkMarket Business Plan; David Zinman et al.; SD005545-SD005569	
		LinkMarket; David Zinman et al.; SD005573-SD005574	
		"ONLINE MARKETING:..."; Internet Week, Vol. 1, Issue 36; December 18, 1995; SD005584-SD005585	
		David Zinman; <a href="http://www.focalink.com/dzinman/bio.html">http://www.focalink.com/dzinman/bio.html</a> ; SD005586	
		"Seeing A Gap..."; Ellis Booker; <a href="http://www.internetworld.com/print/1996/02/01/industry/ad-server.html">http://www.internetworld.com/print/1996/02/01/industry/ad-server.html</a> ; February, 1996; SD005587	
		"readme. 1st:..."; David Evans; Marketing Computers, No. 2, Vol. 16, Pg. 12; February 1996; SD005588-SD005589	
		"Focalink Will Monitor..."; Julia Angwin; San Francisco Chronicle; February 7, 1996; SD005590	
		"MEDIA DAILY SPECIAL:..."; Sean Butterbaugh; Media Daily, No. 5, Vol. 4; February 7, 1996; SD005591-SD005592	
		"INTERNET ACCESS: MAJOR COMPANIES..."; Edge: Work-Group Computing Report; February 12, 1996; SD005593-SD005594	
		"INTERNET ACCESS: FIRST ADVERTISING..."; Edge: Work-Group Computing Report; February 12, 1996; SD005595-SD005596	
		"INTERNET ACCESS: MAJOR COMPANIES..."; Edge: Work-Group Computing Report; February 12, 1996; SD005597-SD005598	
		"ANOTHER MEDIA-BUYING FIRM..."; Media Daily, No. 5, Vol. 4; February 14, 1996; SD005599-SD005601	
		"Working the Web,..."; Jennifer Reese; Executive Female, No. 2, Vol. 19, Pg. 24; March 13, 1996; SD005602-SD005604	
		"Web ad-management software..."; John Evan Frook; InternetWeek; March 18, 1996; SD005605-SD005607	
		"Unraveling a tangled Web,..."; Ken Siegmann; PC Week, No. 15, Vol. 13, Pg. A4; April 15, 1996; SD005608-SD005610	

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Substitute for form 1449A/PTO			<b>Complete if Known</b>		
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  (use as many sheets as necessary)			Application Number	09/757,389	
			Filing Date	08 January 2001	
			First Named Inventor	ADDANTE, Frank	
			Group Art Unit	3622	
			Examiner Name	Duran, Arthur D.	
			Attorney Docket Number	11032-3037	
Sheet	11	of	18		

AD		"Web Site Links:..."; Electronic Marketplace Report, No. 16, Vol. 9; August 22, 1995; SD005611-SD005613	
		"INTERACTIVE MEDIA & MARKETING..."; Advertising Age; December 11, 1995; SD005614-SD005615	
		"Major Companies, Ad Agencies..."; Business Wire; February 5, 1996; SD005616-SD005617	
		"First Advertising Server Launched..."; Business Wire; February 5, 1996; SD005618-SD005619	
		"INTERACTIVE; FOCALINK AND DOUBLECLICK..."; Kim Cleland; Advertising Age, Pg. 30; February 5, 1996; SD005620-SD005621	
		"First Advertising Server Launched..."; Business Wire; February 5, 1996; SD005622-SD005623	
		"Major Companies, Ad Agencies..."; Business Wire; February 5, 1996; SD005624-SD005625	
		Web Personals Report; October 12, 1995; Z00001-Z00009 / SD027072-SD027080	
		FocaLink Technology; August 30, 1995; Z00010-Z00011 / SD027081-SD027082	
		Web Personals stats; August 22, 1995; Z00012-Z00013 / SD027083-SD027084	
		For Immediate Release; Hyperlink Advertising Explodes on the World Wide Web; http://link.w3.com; Z00014 / SD027085	
		Interactive Age; The Newspaper for Electronic Commerce; Z00015-Z00019 / SD027086-SD027090	
		Link Marketing, LLP; Z00020-Z00021 / SD027091-SD027092	
		Link Marketing; Z00022-Z00027 / SD027093-SD027098	
		LinkMarket; David Zinman et al.; Z00028-Z00030 / SD027099-SD027101	
		LinkMarket; David Zinman et al.; Z00031-Z00032 / SD027102-SD027103	
		LinkMarket; David Zinman et al.; Z00033-Z00056 / SD027104-SD027127	

Examiner Signature		Date Considered	
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U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 12 of 18

### Complete If Known

Application Number	09/757,389
Filing Date	08 January 2001
First Named Inventor	ADDANTE, Frank
Group Art Unit	3622
Examiner Name	Duran, Arthur D.
Attorney Docket Number	11032-3037

AD	FocaLink Media Services, Inc.; David Zinman et al.; August 2, 1995; Z00057-Z00070 / SD027128-SD027141
	Saturn Banner Ad Placement; August 25, 1995; Z00071 / SD027142
	SPONSORABLE SITE - RIDDLE DU JOUR; August 26, 1995; Z00072-Z00074 / SD027143-SD027145
	Saturn Banner Ad Placement; August 27, 1995; Z00075 / SD027146
	FocaLink Technology; August 30, 1995; Z00076-Z00077 / SD027147-SD027148
	Question for you; September 7, 1995; Z00078-Z00079 / SD027149-SD027150
	Information Request; September 12, 1995; Z00080 / SD027151
	Update and Miscellaneous; September 22, 1995; Z00081-Z00083 / SD027152-SD027154
	FocaLink: request for ISN ad traffic data (fwd); September 26, 1995; Z00084-Z00085 / SD027155-SD027156
	Saturn Ad Placements; September 28, 1995; David Zinman; Z00086 / SD027157
	RE> Saturn Ad Placements; September 29, 1995; Adam@utne.co; Z00087 / SD027158
	RE: Advertising Update; October 3, 1995; Eric Ver Ploeg; Z00088-Z00089 / SD027159-SD027160
	RE>>Saturn Ad Placements; September 29, 1995; wigley@utne.com; Z00090 / SD027161
	Re: Test Parameters (fwd); October 23, 1995; Jason Strober; Z00091-Z00092 / SD027162-SD027163
	Re: Rest Parameters; October 23, 1995; Jason Strober; Z00093-Z00094 / SD027164-SD027165
	Proposal (fwd); October 23, 1995; Jason Strober; Z00095-Z00096 / SD027166-SD027167
	Advertising advisory board; October 25, 1995; David Zinman; Z00097-Z00099 / SD027168-SD027170

Examiner  
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Considered

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Substitute for form 1449A/PTO  <b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  <i>(use as many sheets as necessary)</i>			<b>Complete if Known</b>		
			Application Number	09/757,389	
			Filing Date	08 January 2001	
			First Named Inventor	ADDANTE, Frank	
			Group Art Unit	3622	
			Examiner Name	Duran, Arthur D.	
			Attorney Docket Number	11032-3037	
Sheet	13	of	18		

AD		Contact at Netcom; October 26, 1995; David Zinman; Z00100 / SD027171	
		CMP Technical Contact; October 30, 1995; Jason Strober; Z00104 / SD027172	
		from ad age today...; October 30, 1995; Karen Johnson; Z00105-Z00106 / SD027173-SD027174	
		We need to get on this; October 31, 1995; David Zinman; Z00107 / SD027175	
		Web site pricing draft; November 7, 1995; Jason Strober; Z00108 / SD027176	
		Heads up...(fwd); November 8, 1995; David Zinman; Z00109-Z00110 / SD027177-SD027178	
		Proposal to Intel; November 13, 1995; Jason Strober; Z00111-Z00114 / SD027179-SD027182	
		FocaLink white paper; November 13, 1995; Jason Strober; Z00115-Z00116 / SD027183-SD027184	
		FocaLink Media Services; November 14, 1995; David Zinman; Z00117-Z00119 / SD027185-SD027187	
		I/Traffic & Dave Carlick; November 14, 1995; David Zinman; Z00120 / SD027188	
		FocaLink white paper; November 15, 1995; David Zinman; Z00121-Z00123 / SD027189-SD027191	
		Re: FocaLink Meeting (fwd); Nov. 20, 1995; Karen Johnson; Z00124-Z00125 / SD027192-SD027193	
		Microsoft ads through FocaLink; November 21, 1995; Jason Strober; Z00126 / SD027194	
		Re: Who's in and who's out (fwd); Nov. 21, 1995; Jason Strober; Z00127-Z00128 / SD027195-SD027196	
		Intel update (fwd); Nov. 23, 1995; Jason Strober; Z00129-Z00130 / SD027197-SD027198	
		Saturn reports; Dec. 5, 1995; Jennifer Ratner; Z00134-Z00140 / SD027199-SD027205	
		November Report; Dec. 5, 1995; Jennifer Ratner; Z00141-Z00146 / SD027206-SD027211	

Examiner Signature		Date Considered	
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## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 14 of 18

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Application Number	09/757,389
Filing Date	08 January 2001
First Named Inventor	ADDANTE, Frank
Group Art Unit	3622
Examiner Name	Duran, Arthur D.
Attorney Docket Number	11032-3037

AD	FocaLink Media Services; Dec. 6, 1995; David Zinman; Z00147 / SD027212
	FocaLink Media Services; Dec. 6, 1995; David Zinman; Z00148 / SD027213
	FocaLink Media Services; December 6, 1995; David Zinman; Z00149 / SD027214
	FocaLink for the Layman; December 6, 1995; David Zinman; Z00150 / SD027215
	Microtargeting; December 7, 1995; David Zinman; Z00151 / SD027216
	Info on FocaLink Media Services; December 11, 1995; David Zinman; Z00152-Z00154 / SD027217-SD027219
	FocaLink Media Services; December 11, 1995; David Zinman; Z00155-Z00156 / SD027220-SD027221
	Catch-up time; December 11, 1995; David Zinman; Z00157 / SD027222
	Info on FocaLink; December 13, 1995; David Zinman; Z00158-Z00160 / SD027223-SD027225
	Intel Ad on Dilbert Site; December 13, 1995; David Zinman; Z00161 / SD027226
	Re: Intel Ad on Dilbert Site; December 13, 1995; David Zinman; Z00162 / SD027227
	FocaLink Beta Test on SmartBanner; Dec. 14, 1995; David Zinman; Z00163 / SD027228
	I/Pro Mtg Today; December 19, 1995; David Zinman; Z00164 / SD027229
	Eric Smith Quote (fwd); January 10, 1996; David Zinman; Z00165 / SD027230
	FocaLink Communications, Inc.; January 10, 1996; David Zinman; Z00166 / SD027231
	Re: Advertisers for wyp.net; January 12, 1996; David Zinman; Z00167 / SD027232
	Quote for Press Release; January 15, 1996; David Zinman; Z00168 / SD027233

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Substitute for form 1448A/PTO			<b>Complete if Known</b>		
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  (use as many sheets as necessary)			Application Number	09/757,389	
			Filing Date	08 January 2001	
			First Named Inventor	ADDANTE, Frank	
			Group Art Unit	3622	
			Examiner Name	Duran, Arthur D.	
			Attorney Docket Number	11032-3037	
Sheet	15	of	18		

AD		Re: Quote for Press Release; January 16, 1996; "thomas mark"; Z00169 / SD027234	
		Re: Quote for Press Release (fwd); January 16, 1996; David Zinman; Z00170-Z00171 / SD027235-SD027236	
		RE> **Ad Placement Notific; January 19, 1996; Dan_Stoller@anlsf.com; Z00172-Z00173 / SD027237-SD027238	
		Invitation; January 25, 1996; wilkins@eit.com; Z00174 / SD027239	
		Focalink; January 25, 1996; David Zinman; Z00175 / SD027240	
		SmartBanner Reports; January 25, 1996; David Zinman; Z00176 / SD027241	
		RE: Focalink; January 26, 1996; Rick Vorhaus; Z00177 / SD027242	
		Comments; January 29, 1996; David Zinman; Z00178-Z00182 / SD027243-SD027247	
		Poppe Tyson/Internet Advertising Network Alliance; February 26, 1996; Ron Kovas; Z00183 / SD027248	
		fyi; February 5, 1996; "Roger Follis"; Z00184-Z00185 / SD027249-SD027250	
		Focalink Communications; February 5, 1996; David Zinman; Z00186-Z00188 / SD027251-SD027253	
		Microsoft Update; February 5, 1996; Margaret Bond; Z00189 / SD027254	
		Focalink Communications; February 6, 1996; David Zinman; Z00190-Z00192 / SD027255-SD027257	
		Focalink Communications; February 6, 1996; David Zinman; Z00193-Z00195 / SD027258-SD027260	
		Focalink Communications; February 6, 1996; David Zinman; Z00196-Z00198 / SD027261-SD027263	
		[Fwd: Re: DoubleClick and IAN]; February 6, 1996; Jason Strober; Z00199 / SD027264	
		Focalink Communications; February 6, 1996; David Zinman; Z00200-Z00202 / SD027265-SD027267	

Examiner Signature		Date Considered	
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<sup>1</sup> Unique citation designation number. <sup>2</sup> Applicant is to place a check mark here if English language Translation is attached.

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Substitute for form 1449A/PTO

## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 16 of 18

### Complete If Known

Application Number	09/757,389
Filing Date	08 January 2001
First Named Inventor	ADDANTE, Frank
Group Art Unit	3622
Examiner Name	Duran, Arthur D.
Attorney Docket Number	11032-3037

AD	Test With Focalink; February 7, 1996; David Zinman; Z00203 / SD027268
	Urgent – Microsoft Ad Placement; February 7, 1996; David Zinman; Z00204 / SD027269
	Test for Microsoft Banner; February 8, 1996; Joel Bassuk; Z00205 / SD027270
	ZDNet Test; Margaret Bond; February 8, 1996; Z00206 / SD027271
	URLs; February 8, 1996; Dan Stoller; Z00207-Z00208 / SD027272-SD027273
	HeadsUp 02-09-96 (20 stories)<CD58M010>; February 9, 1996; An Information Service of Individual Inc.; Z00209-Z00212 / SD027274-SD027277
	Focalink Communications; February 13, 1996; David Zinman; Z00213 / SD027278
	Targeting; February 13, 1996; Michael Wang; Z00214 / SD027279
	Re: Cookies!; February 15, 1996; David Zinman; Z00215 / SD027280
	Focalink; February 22, 1996; Jason Strober; Z00216 / SD027281
	Focalink/Microsoft I.E.; February 23, 1996; Margee Bond; Z00217-Z00218 / SD027282-SD027283
	Cookies; March 6, 1996; David Zinman; Z00219 / SD027284
	Did I send this 2x; April 3, 1996; Z00220-Z00222 / SD027285-SD027287
	Answer to your request; April 8, 1996; Z00223 / SD027288
	Site Letter; April 10, 1996; Z00224-Z00225 / SD027289-SD027290
	Oracle and Intel; April 12, 1996; Z00226 / SD027291
	DoubleClick; April 16, 1996; Z00227 / SD027292

Examiner  
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Substitute for form 1449A/PTO

## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

Sheet 17 of 18

### Complete if Known

Application Number	09/757,389
Filing Date	08 January 2001
First Named Inventor	ADDANTE, Frank
Group Art Unit	3622
Examiner Name	Duran, Arthur D.
Attorney Docket Number	11032-3037

AD		Open Market Licenses With NetGravity; May 6, 1996; Z00228 / SD027293	
		Fact check; May 12, 1996; Z00229 / SD027294	
		IDG; May 17, 1996; Z00230-Z00231 / SD027295-SD027296	
		Daily Spectrum; May 20, 1996; Z00232-Z00242 / SD027297-SD027307	
		Fact check; May 20, 1996; Z00243 / SD027308	
		Cookie FAQ; May 21, 1996; Z00244 / SD027309	
		Focalink Communications; May 21, 1996; Z00245-Z00246 / SD027310-SD027311	
		Network World Fusion; May 22, 1996; Z00247 / SD027312	
		Looming issue; July 13, 1996; Z00248-Z00249 / SD027313-SD027314	
		Cookies & privacy ? / German Press; July 15, 1996; Z00250 / SD027315	
		Cookies & privacy ? / German Press; July 16, 1996; Z00251 / SD027316	
		DoubleClick; September 5, 1996; Z00252-Z00253 / SD027317-SD027318	
		Infoseek Business Terms; September 7, 1996; Z00254-Z00256 / SD027319-SD027321	
		SmartBanner ads on HotWired; September 11, 1996; Z00257 / SD027322	
		Statement of Work; September 23, 1996; Z00258-Z00259 / SD027323-SD027324	
		NetGravity Releases Adserver 2.0; October 21, 1996; Z00260-Z00263 / SD027325-SD027328	
		"FOCALINK"; DC004278A	

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Date  
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Sheet 18 of 18

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Application Number	09/757,389
Filing Date	08 January 2001
First Named Inventor	ADDANTE, Frank
Group Art Unit	3622
Examiner Name	Duran, Arthur D.
Attorney Docket Number	11032-3037

AD	"FocaLink Services"; FocaLink Media Services, Inc.; DC004278B-DC004278C
	"Welcome to Focalink!"; FOCALINK COMMUNICATIONS; DC004278D-DC004278CC
	"Welcome to Focalink!"; FOCALINK COMMUNICATIONS; DC004278DD-DC004278XX
	"Link Marketing"; handwritten page; MA0001
	"Link Marketing"; LinkMarket; MA0002-MA0007
	"LinkMarket"; David Zinman et al.; MA0008-MA0027
	"Link Marketing, LLP"; MA0028-MA0029
	"Link Marketing LLP"; MA0030-MA0038
	"Escapes"; Web page; MA0039-MA0040
	"Industry Overview"; FocaLink Media Services, Inc.; MA0041-MA0053
	"Executive Summary"; Focalink Communications Confidential"; printed 7/30/97; MA0054-MA0109
	"FOCALINK COMMUNICATIONS"; February 1996; MA0110-MA0149

Examiner  
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Date  
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<sup>1</sup> EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 809. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

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